ANNEXURE-III  
THE CABLE TELEVISION NETWORKS RULES, 1994  
[29TH SEPTEMBER, 1994]  

In exercise of the powers conferred by sub-section (1) of section 22 of the Cable Television Networks (Regulation) Ordinance, 1994 (9 of 1994)*, the Central Government makes the following rules, namely :-  

1. Short title and commencement. (1) These rules may be called the Cable Television Networks Rules, 1994. (2) They shall come into force on the date of their publication in the Official Gazette.  

2. Definitions.- In these rules, unless the context otherwise requires.-  
(a) "cable operator" means any person who provides cable service through a cable television network or otherwise controls or is responsible for the management and operation of a cable television network.  
(b) "cable service" means the transmission by cables of programmes including re-transmission by cables of any broadcast television signals.  
(c) "cable television network" means any system consisting of a set of closed transmission paths and associated signals generation, control and distribution equipment, designed to provide cable service for reception by multiple subscribers;  
(d) "company" means a company defined in section 3 of the Companies Act, 1956;  
(e) "form" means form appended to these rules;  
(f) "person" means-  
(i) an individual who is a citizen of India; (ii) an association of individuals or body of individuals, whether incorporated or not, whose members are citizens of India:  
(iii) a company in which not less than fifty-one percent, of the paid-up share capital is held by the citizens of India;  
(g) "programme" means any television broadcast and includes –
(i) exhibition of films, features, dramas, advertisements and serials through video cassette recorders or video cassette players; (ii) any audio or visual or audio-visual live performance or presentation; and the expression 'programming service' shall be construed accordingly;

(h) "registering authority' means the registering authority notified under clause (h) of section 2 of the Cable Television Networks (Regulation) Ordinance 1994*.

(i) "subscriber" means a person who receives the signal of cable television network at a place indicated by him to the cable operator, without further transmitting it to any other person.

Application for registration as a cable television network in India.-

(1) Every application for registration as a cable television network in India shall be made in writing Vide Notification No. GSR 729(E), dated 29th September, 1994 published in the Gazette of India Extra., Pt.II, sec. 3(i) dated 29th September, 1994.

* Now the Cable Television Networks (Regulation) Act, 1995 (7 of 1995) Form 1 and shall be renewable after every twelve months.

(2) The application shall be addressed to the Registering Authority and delivered to his officer in form 1.

(3) Every application shall be accompanied by-

(a) 1[a fee of Rs. 100] vide Postal Order No.------ dated -------- on Post Office and

(b) the requisite documents mentioned in Forms 1 and 2.

Examination of Applications. On receipt of an application under rule 3 of the registering authority shall examine the application having regard to the provisions of the section 4 of the Ordinance*.

Registration. On being satisfied that the applicant fulfils the provisions of the Act, the registering authority shall issue a registration certificate in Form 3: Provided that where the registering authority is satisfied that the registration cannot be granted to the applicant, he shall inform the applicant in Form 4.

6. Programme code.
(1) No programme should be carried in the cable service which-

(a) offends against good taste or decency ;

(b) contains criticism of friendly countries ;

(c) contains attack on religions or communities or visuals or words contemptuous of religious groups or which promote communal attitudes ;

(d) contains anything obscene, defamatory, deliberate, false and suggestive innuendos and half truths;

(e) is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote anti-national attitudes.

(f) contains anything amounting to contempt of court.

(g) contains aspersions against the integrity of the President and Judiciary;

(h) contains anything affecting the integrity of the Nation;

(i) criticises, maligns or slanders any individual in person or certain groups, segments of social, public and moral life of the country;

(j) encourages superstition or blind belief;

(k) denigrates women through the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals ;

(l) denigrates children;

(m) contains visuals or words which reflect a slandering,ironical and snobbish attitude in the portrayal of certain ethnic,linguistic and regional groups;

(n) contravenes the provisions of the cinematograph Act, 1952.

(2) The cable operator should strive to carry programmes in his cable service which project women in a positive, leadership role of sobriety, moral and character building qualities.
(3) Programmes meant for adults should normally be carried in the cable service after 11 p.m. and before 6 a.m.

* Now the cable Television Networks (Regulation) Act, 1995 (7 of 1995).

1. Subs. by G.S.R. 820(E), dated 28th December, 1995 (w.e.f. 28-12-1995)

(4) Care should be taken to ensure that programmes meant for children do not contain any bad language or explicit scenes of violence.

(5) Programmes unsuitable for children must not be carried in the cable service at times when the largest numbers of children are viewing.

Advertising code.

(1) Advertising carried in the cable service shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.

(2) No advertisement shall be permitted which-

(i) derides any race, caste, colour, creed and nationality;

(ii) is against any provision of the Constitution of India:

(iii) tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way;

(iv) presents criminality as desirable;

(v) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a state dignitary;

(vi) in its depiction of women violates the Constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes carried in his cable service is tasteful and aesthetic, and is within the well established norms of good taste and decency;
(vii) exploits social evils like dowry, child marriage.

(3) No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end.

(4) The goods or services advertised shall not suffer from any defect or deficiency as mentioned in the Consumer Protection Act. 1986.

(5) No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.

(6) The picture and the audible matter of the advertisement shall not be excessively 'loud'.

(7) No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.

(8) Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.

(9) No advertisement which violates the standards of practice for advertising agencies as approved by the Advertising Agencies Association of India, Bombay, from time to time shall be carried in the cable service.

(10) All advertisements should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz., use of lower part of screen to carry captions, static or moving alongside the programme.

Register.
Each cable operator shall maintain a register in Form 5 for each month of the year for which the registration is granted.
E-governance as a Tool to Combat Corruption

Chayanika Sarma

In simple terms corruption is a 'deliberate and intentional exploitation of one's position, status, or resources directly, or indirectly for personal aggrandizement whether it be in terms of material gain or enhancement of power, prestige or influence beyond what is legitimate or sanctioned by commonly accepted norms to the detriment of the interest of other persons or the community as a whole.' (Avashthi A. and Maheswari, Public Administration, 1971 ed. P.342).

According to Kaufmann, Kraay and Mastruzzi (2003, 2005) and Lamsdorf (2001) there are three drivers of corruption. This includes monopoly of power, discretion and lack of accountability and transparency. Among these the first one is related to bureaucratic corruption. The bureaucratic corruption mainly refers to the corruption of the bureaucrats while dealing with the public. Some of the examples of bureaucratic corruption include the bribes taken while assessing a lower income tax, distributing contracts or permits, approving contractor's bills etc. (A Model of Impact of E-Governance in Corruption Amitabh Ojha, http://www.csi-sigegov.org/critical_pdf7/18_160-170.pdf).

Corruption is a common feature in the poor countries. In India the history of corruption can be traced back to the writings of Kautilya. Kautilya in his Arthasashtra referred to various forms of corruption. It means that corruption is an age old issue. With the independence of India, the state became welfare state. In a welfare state the
bureaucrats need to perform multiple tasks. They were entrusted with the functions like issuing of licenses and permits which give enough scope for corruption among the bureaucrats.

In India it is alleged that if the hands of the civil servants are properly greased then the file will move with much speed. Corruption at lower level may be attributed to causes like financial problem. But what about the corruption among the bureaucrats? Bureaucrats are the people who hold a respectable position in the society. They are the person who need to invigilate if all the things are going properly. When a bureaucrat holds a supreme position responsibilities are attached with it. The bureaucrats are expected to run the organization smoothly and guide the subordinates in a proper way. They are responsible for any irregularities in the organization and they need to take corrective steps. But despite of this, if the bureaucrats themselves indulge in corrupt activities, the public will loose faith on the whole system.

The Constitution of India provide for various protective measures for the bureaucrats. These safeguards against the bureaucrats and their security of tenure have made them more prone to corruption. They can indulge in corruption without any fear as their subordinate authority cannot remove them from office. Moreover, bureaucrats share a special relation with the political leaders and they have got the blessings of the leaders. Therefore they can indulge in corrupt activities. If they are caught the politicians will save them.

Some measures have been taken to combat corruption among the Indian bureaucrats like creation of zero rupee note which is a valueless note to be given to an officer when he ask bribe. Some social movement have also been arranged to organize the Indian youth against corruption. One of such movement ‘India Against Corruption’ under the leadership of Anna Hazare is creating a hype among the Indian people. Moreover, NGOs like Association for Social Transparency, Rights and Action (ASTRA) is working in deep root level to fight corruption in Karnataka. Again the organization ‘Jaago Re! One Billion votes’ which is founded by Tata Tea and Janaagraha works for serious issues like voting registration, corruption etc. the system of e-governance can also be said to be an instrument to combat corruption.
E-governance refers to the use of (IT) for atomization and online update of government related functions and process. E-governance refers to the digital interaction between government and citizens or various groups. When it is an interaction between government and citizen it is called G2C, when it is between government and business houses it is called G2B. On the other hand when it is between government and religious movement or Church it is called G2R. Government to household interaction is known as G2H and interaction among government agencies known as G2G. E-governance use modern information and communication technology like internet, local area networks etc. for the efficiency of government. E-governance is known by different names in different countries. For e.g. it is known as Electronic Service Delivery in Hong Kong, government on line in Australia and in India it is known as electronic governance. Though these are different terms, all these denote the same meaning. It means making available the government services and information through web.

The chief objectives of the project e-governance includes stopping corruption, providing better service to citizens and getting a competitive edge in global market. This e-governance project also aims at bringing about a SMART (Smart, Moral, Accountable, Responsive and Transparent) government. E-governance can monitor government actions like allocation of resources, awarding of tenders etc. where corruption is said to be higher. Our ex-President Kalam has also said that through e-governance a corruption free administrative system can be established. Some changes like changes in marital status and address changes is a long process. It also involves a lot of paper works. Through e-governance these works can be done more efficiently and more easily without spending much time. It provides the citizens economic and social opportunities. They don’t need to bribe the officials to get their things done.

In India the e-governance project has been launched with the aim to reduce corruption. It aims to reduce the money which is passed under the table to get the work done. It is hoped that through the use of e-governance the corruption of the bureaucrats can be controlled.

In the e-governance programme one need not find a middle man to get the work done. He can directly access to all the availabilities
of the government and thus there is no need to bribe the officials. E-governance can help in combating corruption. The people have to stand in long queue in front of the bureaucrats. They have to bribe the bureaucrats for making their things done. E-governance will change this things. E-governance has given the facility to the people so that they can directly do their jobs online. They do not need to stand in the queue. Their things will be done automatically. For this they do not need to bribe the bureaucrats. In his system of e-governance the public can download the application from the submit it through the internet only. Filing tax return, renewing license etc. can be easily done through e-governance without paying any bribe to the bureaucrats. (Transparency and Corruption by Subhash Bhatnagar, http://www.iimahd.ernet.in/-subhash/pdfs/CHRI Druid Paper 2003.pdf).

E-governance can fight corruption through various measures like enforcement of rules, lessening the discretion of officials, increasing transparency etc. it is believed that through the use of modern electronic means transparency in bureaucracy can be achieved which will eventually help in combating corruption in Indian bureaucracy. To eradicate corruption transparency in government dealings is needed. E-governance aims at making the government activities transparent. E-governance helps in transparency of the government. Through the e-governance the public can know about the rules regulations and policies of the government. It helps the public to keep a track on the government activities. E-governance makes available all the rules and regulations of the government online. It makes the government transparent and accountable to all. It will definitely help in regaining the trust of the people. The availability of government information in the internet through e-governance will reduce the monopoly of the bureaucrats over the access to government information. The general public will get the access to information without bribing the bureaucrats.

The availability of official information on the internet will limit the discretionary power of the bureaucrats. E-governance can reduce corruption by controlling the discretionary power of the bureaucrats which ultimately leads to arbitrary action of the bureaucrats leading to corruption. (Transparency and Corruption by Subhash Bhatnagar:
http://www.iimahd.ernet.in/~subhash/pdfs/CHRIDraftPaper2003.pdf). Moreover, the maintenance of detailed data online which can be accessible by the public makes it easier for the general masses to keep a tract of the official things. Therefore it becomes easier to expose the corrupt by tracking and checking the data. This fear of exposure may lower the level of corruption.

The chief aim of e-governance project is to keep people outside the government offices which means lesser opportunity for corruption. (eg pg. 4). The e-governance project aims at lessening the physical visits of the publics into the government offices. With the coming of the e-governance there will be no need for the citizens to meet the bureaucrats for the activities. They will be able to get the things done through web service. For e.g. there will be no need for a citizen to stand in queue for getting a ration card. He does not need to go physically to the office for this work. Like this, a widow also does not need to go to the office for pension. She can apply for it through the village or block level internet centre. There will be two options. The citizens either can go to the government offices to get the things done by standing in the queue or bribing the bureaucrats. Or they can go to the village level or block level internet centre and get their things done.

Even in Pakistan the ICT system has been introduced in the Tax Department. It has reduced the contact between the tax collector and the tax payer eventually leading to less corruption. (K. Maqbool, “A strategy for combating corruption, Seoul, Korea, December, 2000, In progress in the Fight against Corruption in Asia and the pacific. Manila: ADB, 2001(online) http://www.adb.org/Documents/Conference/Fight_Corruption/default.asp).

We can also cite the example of Computer Aided Administration of Registration Department (CARD) in the state of Andhra Pradesh. In the state since April 1998, about 214 registration offices are totally computerized. Through this process deeds are registered with one hour. Moreover, the issue of encumbrance certificate and valuation certificates take only 15 minutes. In the past, to get a property valuation certificate involves a middleman and going physically to the offices which means bribing the officers. (World bank, op. cit. For an alternative view, M. Heque, 2002. ‘E-governance in India:

In India various projects has been undertaken by e-governance which will help in combating corruption.

The Bhoomi Project

The e-governance Bhoomi project is undertaken by the government of Karnataka. This project refer to the on-line delivery of land records. The chief objective of this project is to make the government records more open which leads to transparency of government records and it also empowers the citizens to challenge the arbitrary actions of the government. Moreover, this automation of records has curtailed the discretionary power of the bureaucrats to a great extent. This consequently leads to lower corruption. (Transparency and Corruption by Subhash Bhatnagar; http://www.iimahd.ernet.in/-subhash/pdfs/CHRIDraftPaper23003.pdf).

The state has computerized almost 20 million records of land ownership of 6.7 million farmers in the state. Before introducing this project the villagers in the state had to meet the village accountant to get their copy of Rights, Tenancy and Crops (RTC). But the size of the bribe decided how soon they can get the copy. Through the Bhoomi project the farmers can get their copy of RTC by only entering their names and plot numbers at the computerize land record booth by only paying an amount of Rs.15. This has lowered the level of corruption as the farmer no more need to go to offices to get their RT Cs. (Transperancy and Corruption by Subhash Bhatnagar) http://www.iimahd.ernet.in/-subhash/pdfs/CHRIDraftPaper23003.pdf).

Project E-seva (Electronic Seva)

This project has been launched simultaneously in the cities Hyderabad and Secunderabad in Andhra Pradesh on 25th August 2001. This project includes 118 different services including payment of utility bills/taxes, registration of births/deaths, registration of application for passports, filing of sales tax returns, issuing of trade licenses etc. (E-governance initiatives India).
Project Friends
The project friends (Fast Reliable Instant Efficient Network for the disbursement of services) has been introduced in Kerala. It provides facilities like payment for electricity and water, revenue tax, motor vehicle license tax etc. (e-governance Initiatives India).

Project Abhiyog
Through the project Abhiyog a person can launch complaint against the bureaucrats from any internet café or community information centre. Moreover it also enables the person who launches the complaint to view the status of his/her complaint.

In India the e-abhiyog online service has been first launched in Haryana and Orissa became the second state to launch this programme. It transfers the complaint to the concerned department. The senior officers can monitor the complaint. It will check corruption.

It can be hoped that e-governance will change the culture of corruption in India. In India paying bribe to get the things done has become almost a culture. If through e-governance the transparency of the government can be shown it may change the culture. (E-governance as anti corruption toll. Korean cases; http://www.karis21.or.kr.karis21admin/adaction/down/031qbal_Seo.pdf).

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